ORDER

Order / Rev: 37787 Alt Order #: 08890000 Product Desc: Issue

10/29/12 / 10/29/12

Estimate: 2278

Flight Dates: 10/30/12 - 11/06/12

Original Date / Rev:

Order Type: **GENERAL**



KLAS

Primary AE: Mike Jones

Sales Office:

Sales Region:

K-WAS National

Waterfront Strategies Name:

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue

Washington, DC 20007

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

15%

00:15:00

Advertiser

Orders

Agency

Name:

Priority:

Patriot Majority

Demographic:

A35+

Product Codes:

P04 LV1

AGY, POL, ISS Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/29/12	11/06/12	16	\$43,550.00	\$37,017.50		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
November 2012	16	\$43,550.00	\$37,017.50		
Totals	16	\$43,550.00	\$37,017.50	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$43,550.00		
Market	100%	\$145,166.67		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$36,291.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$7,258.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	11/06/12	11/06/12	CBS This Morning		7-9a	-T	:30	1	\$3,000.00LV1	0.00 NM	1	\$3,000.00
	CBS T	HIS MORN	ING	CBS This Morning	g								
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	leek: 11	1/05/12	11/11/12	-T	1	\$3,000.00	0.00						
E 2	8	11/03/12	11/03/12	CBS Early Show -	Sat. CM	5-7a	S-	:30	1	\$1,200.00LV1	0.00 NM	1	\$1,200.00
				CBS Early Show -	- Sat.								

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KLAS

Order / Rev:

37787

Advertiser:

Patriot Majority

Alt Order #: Flight Dates: 08890000

Product Desc:

Issue

10/30/12 - 11/06/12

Estimate:

2278

Ln Ch Start End CBS THIS MORNING SATU	•	Start/End	Time Days	Len Sp	ots Rate	Pri Rtg Typ	e Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00					
E 3 8 11/04/12 11/04/12 UNLV GAMETIE	Game Time/UNLV CM Game Time/UNLV	1135p-1205a	·S	:30	1 \$550.00	ILV1 0.00 N	M 1	\$550.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	<u>Rate</u> \$550.00	Rating 0.00					
E 4 8 10/30/12 11/05/12	Live w/Kelly CM Live w/Kelly	9-10a	MTWTF	:30	1 \$2,300.00)LV1 0.00 N	M 1	\$2,300.00
<u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12	Weekdays Spots/Week MTWTF 1	<u>Rate</u> \$2,300.00	Rating 0.00					
E 5 8 10/30/12 11/05/12		12-1230p	MTWTF	:30	1 \$2,000.00	LV1 0.00 N	M 1	\$2,000.00
8 NEWS NOW AT NOON	8 News Now Noon M-F							
Start Date End Date	Weekdays Spots/Week MTWTF 1	Rate	Rating 0.00					
Week: 10/30/12 11/05/12 E 6 8 10/30/12 11/05/12	 	\$2,000.00 3-4p	MTWTF	:30	1 \$2,500.00	LV1 0.00 N	M 1	\$2,500.00
	Ellen	•						
ELLEN Start Date <u>End Date</u>	Weekdays Spots/Week	Rate	Rating					
Week: 10/30/12 11/05/12		\$2,500.00	0.00					
E 7 8 10/30/12 11/05/12	8 News Now 4p M-F CM 8 News Now 4p M-F	4-5p	MTWTF	:30	2 \$2,500.00	LV1 0.00 N	М 2	\$5,000.00
8 NEWS NOW AT 4PM & 43	•							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/30/12 11/05/12 E 8 8 10/30/12 11/05/12	8 News Now 5-630p M-FCM	\$2,500.00 5-630p	0.00 MTWTF	:30	2 \$3,000.00	LV1 0.00 N		\$6,000.00
	8 News Now 5-630p M-F				_ ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
8 NEWS NOW ROTATION Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/30/12 11/05/12		\$3,000.00	0.00				_	
E 9 8 11/04/12 11/04/12	8 News Now Sun 5-7p CM	• •	30-7pS	:30	1 \$3,000.00)LV1 0.00 N	IM 1	\$3,000.00
8 NEWS NOW AT 5PM-SUI		(5:00 PM-5:3	U PIVI)					
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/29/12 11/04/12 E 10 8 11/04/12 11/04/12	8 News Now Sun 5-7p CM	\$3,000.00 430-530p. 63	0.00 30-7pS	:30	1 \$3,000.00	LV1 0.00 N	M 1	\$3,000.00
	8 News Now Sun	(6:30 PM-7:0						
8 NEWS NOW AT 630PM-S Start Date End Date	SUN Weekda <u>ys Spots/Week</u>	<u>Rate</u>	Rating					
Week: 10/29/12 11/04/12		\$3,000.00	0.00					
E 11 8 10/30/12 11/05/12	8 News Now 11p M-F CM	11-1135p	MTWTF	:30	2 \$5,000.00)LV1 0.00 N	IM 2	\$10,000.00
8 NEWS NOW AT 11PM	8 News Now 11p M-F	(11:00 PM-1	1:35 PIVI)					
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/30/12 11/05/12 E 12 8 11/03/12 11/04/12	8 News Now 11p Sa/SuCM	\$5,000.00 11-1135P	0.00 SS	:30	2 \$2,500.00	0LV1 0.00 N	IM 2	\$5,000.00
8 News Now Sa/Su 11p								
8 NEWS NOW AT 11PM-WI Start Date End Date	KND <u>Weekdays</u> <u>Spots/Week</u>	Rate	Rating				1	
Week: 10/29/12 11/04/12		\$2,500.00	0.00					
						Totals	16	\$43,550.00